

Fig-1

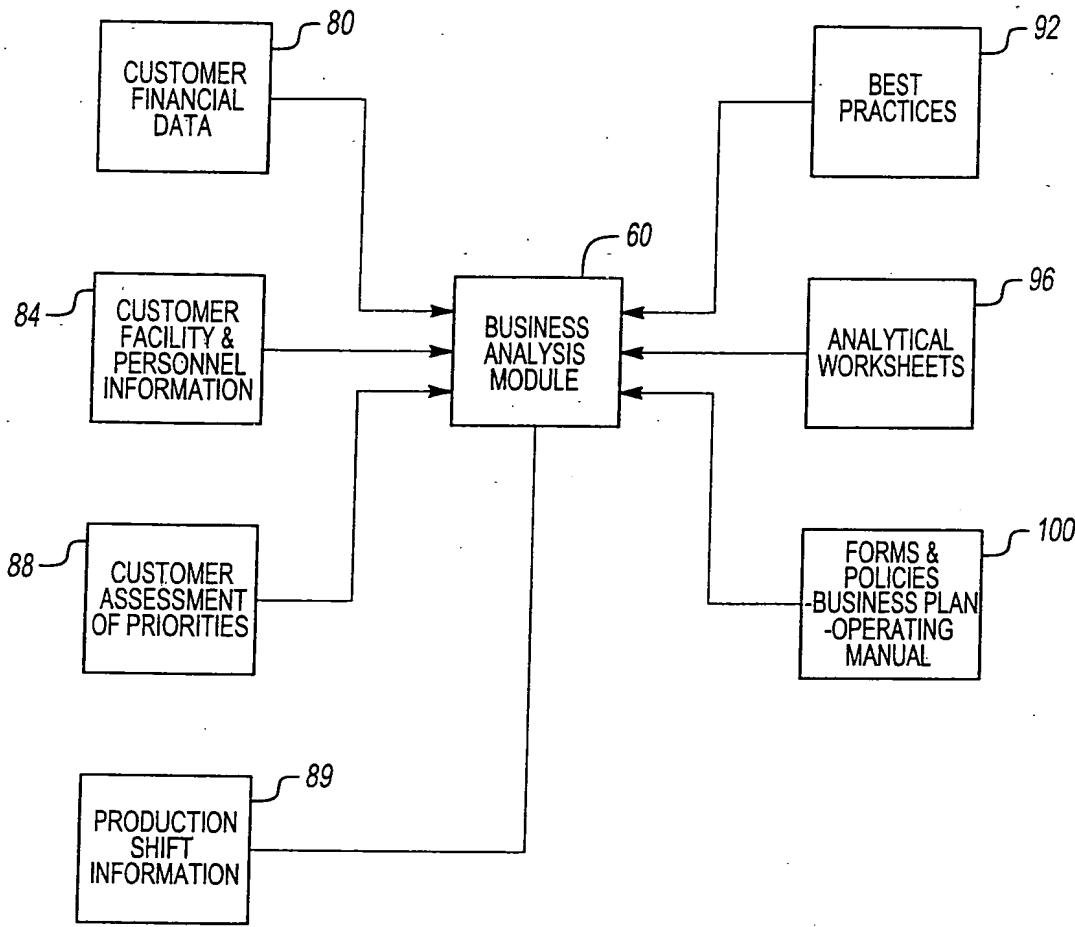
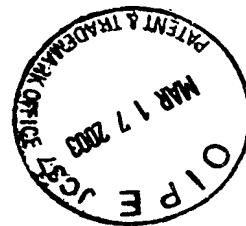


Fig-2



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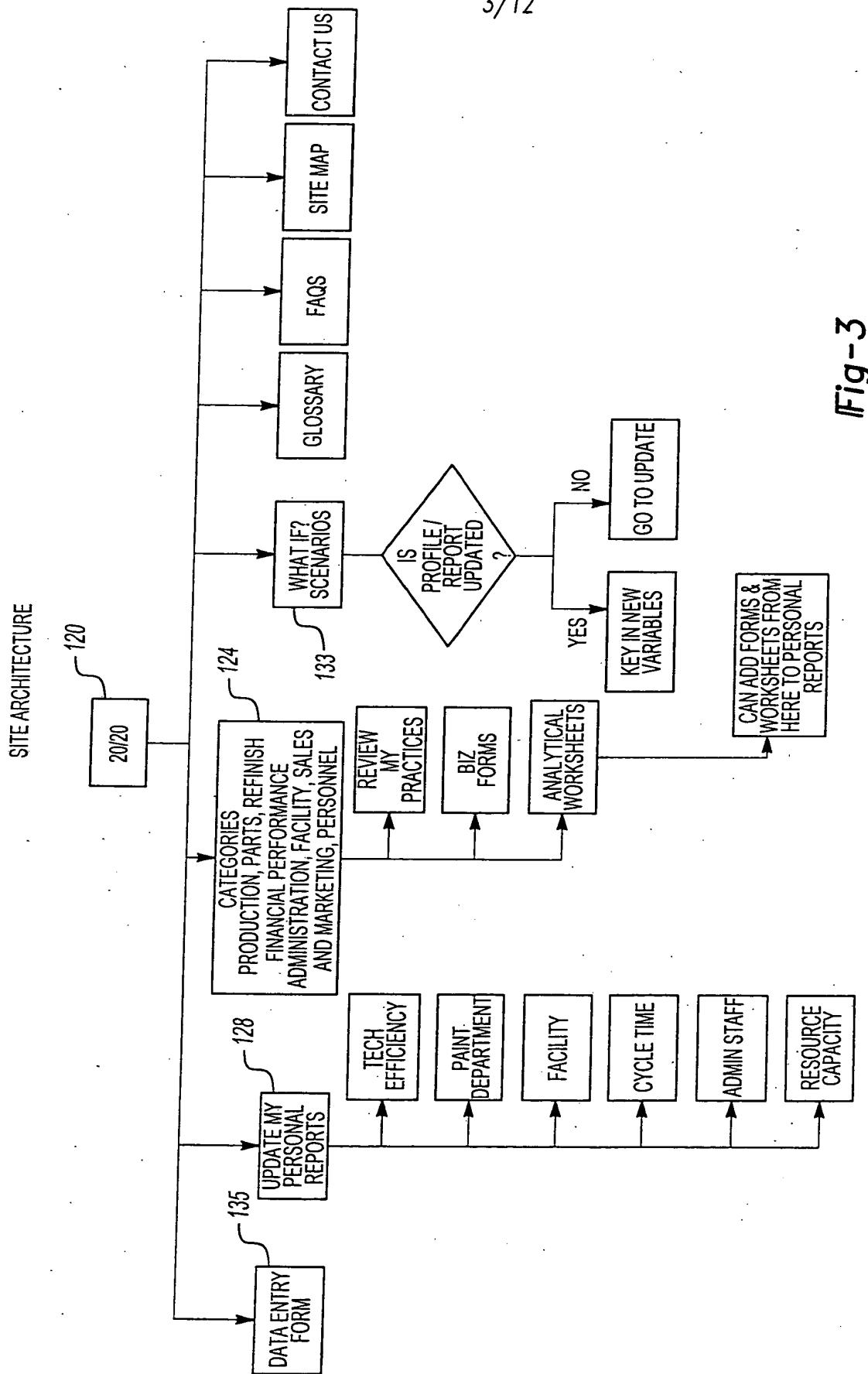


Fig-3



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2020 RECAP: PERFORMANCE - PRIORITIES - PROJECTIONS

BASF VISION PLUS

PERFORMANCE

200

216

SELECTED KEY PERFORMANCE INDICATORS	YOUR SHOP	IND GUIDES	TOP 25%
1 TOTAL SALES \$ (ANNUALIZED)	\$1,340,000	N/A	N/A
2 TOTAL GROSS PROFIT PERCENT	38.5%	40.0%	43.5%
3 PRODUCTION PROFICIENCY	115%	135%	150%
4 PRODUCTION STAFFING DENSITY (MAIN SHIFT)	2.3 = 1	2.0 = 1	1.7 = 1
5 MONTHLY SALES / ADMINISTRATIVE EMP	\$23,500	\$35,000	\$35,000
6 MONTHLY SALES / ESTIMATOR	\$111,500	\$140,000	\$160,000
7 PAINT COST / PAINT HR BILLED	\$6.50	\$7.00	\$6.00
8 MONTHLY GALLONS WASTE / PAINT TECH	5	5	2
9 OVERALL CUSTOMER SATISFACTION INDEX	91.3%	90%	95.5%
10 GROSS PROFIT \$ PER TECH CLOCK HOUR	\$27.40	\$35.00	\$45.00

220

OPPORTUNITY

222

OPPORTUNITY

PRIORITIES

204

240

BUSINESS AREAS & PRIORITIES IN EACH	PRIORITY	STRENGTH	
1 FINANCIAL MEASURES			TAB 1
2 FINANCIAL PERFORMANCE		244	TAB 2
3 SALES & MARKETING			TAB 3
4 CUSTOMER SATISFACTION INDEX			TAB 4
5 INSURANCE RELATIONS INC. CYCLE TIME			TAB 5
6 ADMINISTRATION - GENERAL			TAB 6
7 ADMINISTRATION - PARTS			TAB 7
8 PRODUCTION - GENERAL			TAB 8
9 PRODUCTION - REFINISH			TAB 9
10 FACILITY - CAPACITY, EQUIPMENT, LAYOUT			TAB 10
11 PERSONNEL INC. PAY PLANS & INCENTIVES			TAB 11

PROJECTIONS

208

250

PERFORMANCE FACTORS	SALES	GROSS PROFIT	GP\$ IMPROVED
1 CURRENT PERFORMANCE (ANNUALIZED)	\$1,340,000	\$516,000	N/A
2 WITH 10% IMPROVEMENT IN PRODUCTION PROFICIENCY	\$1,470,000	\$540,000	\$24,000
3 PERFORMANCE WITH ONE ADDITIONAL TECHNICIAN	\$1,500,000	\$550,000	\$34,000
4 WITH 10% IMPROVEMENT IN PARTS: LABOR RATIO	\$1,400,000	\$530,000	\$14,000
5 WITH 2% IMPROVEMENT IN LABOR GROSS PROFIT	\$1,340,000	\$521,000	\$5,000
6 WITH 2% IMPROVEMENT IN PARTS GROSS PROFIT	\$1,340,000	\$520,000	\$4,000
7 WITH 2% IMPROVEMENT IN MATERIALS GROSS PROFIT	\$1,340,000	\$518,000	\$2,000
8 WITH CUMULATIVE IMPACT OF ALL IMPROVEMENTS	\$1,600,000	\$640,000	\$124,000

PRODUCTION WORK FORCE SHIFT PROFILE

212

MAIN SHIFT ONLY	MAIN SHIFT PLUS OT OR SAT	MAIN SHIFT & 2ND SHIFT	MAIN SHIFT, 2ND SHIFT & SAT

264

260

268

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BASF CUSTOMER VEHICLE TRACKING AND CYCLE TIME ASSESSMENT

UPATED:

INSTRUCTIONS.

- INSTRUCTIONS:**

 1. WHEN CAR ENTERS EACH STEP " —
 2. EACH DAY, REVIEW ALL VEHICLES.
 3. IF 5 HRS WORKED, NOTE NOTHING.
 4. IF NOT, ENTER REASON FOR DELAY.

CODES FOR REASONING FOR DEI AV.

NOTE ADDITIONAL DAYS OF DELAY IN FRONT OF CODE. EXAMPLE: 2P2 (2 DAYS FOR INCORRECT PARTS)	
P1 PARTS DELAYED	11 INS APPROVAL
P2 PARTS INCORRECT	12 INS SUPP APPROVAL
P3 PARTS DAMAGED	13 OTHER INS
P4 PARTS FIT	
C2L2 FORM LAGS FOR DELAY.	
	S1 FRAME DEPT
	S2 METAL DEPT
	S3 PAINT DEPT
	S4 EMP OUT
	S5 SUBJECT
CX CUSTOMER	

Fig-5



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SALES & MARKETING: SELLING AND SOURCES OF BUSINESS
NOTE: THIS IS THE SALES & MARKETING "SUB-PAGE", THE 1ST OF 11 SUB-PAGES

	N/A	WEAK	AVG	STRONG
1 CUSTOMER 1ST IMPRESSION OF YOUR FACILITY CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 CUSTOMER 1ST IMPRESSION OF EMPLOYEES CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 2ND IMPRESSIONS CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 SALES CLOSE % ON ESTIMATES WRITTEN CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 MAXIMIZING REPEAT & CUSTOMER REFERRALS CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 MAXIMIZING INSURANCE DRP BUSINESS CYCLE TIME PERFORMANCE (CTP) CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 MAXIMIZING EMPLOYEE REFERRALS CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 MAXIMIZING DEALERSHIP & FLEET REFERRALS CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 MAXIMIZING "EXPOSURE" OF LOCATION CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 ADVERTISING & MARKETING PROMOTION CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 YELLOW PAGES & DIRECTORIES CHECKLIST AND ACTION PLANNER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fig-6



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SALES & MARKETING: SELLING AND SOURCES OF BUSINESS
NOTE: THIS IS A PORTION OF THE DETAIL OF THE SALES & MARKETING "SUB-PAGE", THE 1ST OF 11 SUB-PAGES

		N/A	WEAK	AVG	STRONG	ADD TO 90-DAY PLAN	ADD TO ONE-YEAR PLAN
1 CUSTOMER 1ST IMPRESSION OF YOUR FACILITY OVERALL IMPRESSION FROM STREET SIGNAGE GENERAL APPEARANCE OF BUILDING CLEAR WIDE ENTRANCE APPEARANCE OF PARKING AREA PARKING PLACES AVAILABLE PARKING PLACES WELL MARKED ESTIMATING AREA MARKED APPEARANCE OF RECEPTION AREA CLEAN COMFORTABLE	380						
2 CUSTOMER 1ST IMPRESSION OF EMPLOYEES TELEPHONE ANSWERING & HANDLING PROMPT STRONG & COURTEOUS GREETING CONSISTENT GREETING BY ALL BACK-UP ANSWERING RESPONSIBILITY CUSTOMER SERVICE REPRESENTATIVES CONSISTENTLY COURTEOUS CONSISTENTLY PROFESSIONAL CONSISTENTLY CUSTOMER FOCUSED IMPRESSION OF SALES REPRESENTATIVES CONSISTENTLY COURTEOUS CONSISTENTLY PROFESSIONAL CONSISTENTLY CUSTOMER FOCUSED							
3 2ND IMPRESSIONS RECEPTION AREA: INFO ON DISPLAY STEPS IN THE REPAIR PROCESS REFINISH WARRANTY EMPLOYEE TRAINING CERTIFICATIONS PHOTOS / TESTIMONIALS PRODUCTION AREA NEAT & CLEAN 100% OF TIME EMPLOYEES IN UNIFORMS							

Fig-7



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SALES & MARKETING: SELLING AND SOURCES OF BUSINESS
NOTE: THIS IS THE SAME PORTION OF THE DETAIL OF THE SALES & MARKETING "SUB-PAGE", COMPLETED

	N/A	WEAK	AVG	STRONG	ADD TO 90-DAY PLAN	ADD TO ONE-YEAR PLAN
1 CUSTOMER 1ST IMPRESSION OF YOUR FACILITY						
OVERALL IMPRESSION FROM STREET						
SIGNAGE						
GENERAL APPEARANCE OF BUILDING						
CLEAR WIDE ENTRANCE						
APPEARANCE OF PARKING AREA						
PARKING PLACES AVAILABLE						
PARKING PLACES WELL MARKED						
ESTIMATING AREA MARKED						
APPEARANCE OF RECEPTION AREA						
CLEAN						
COMFORTABLE						
380	384	FROM 1. ABOVE				
2 CUSTOMER 1ST IMPRESSION OF EMPLOYEES						
TELEPHONE ANSWERING & HANDLING						
PROMPT						
STRONG & COURTEOUS GREETING						
CONSISTENT GREETING BY ALL						
BACK-UP ANSWERING RESPONSIBILITY						
CUSTOMER SERVICE REPRESENTATIVES						
CONSISTENTLY COURTEOUS						
CONSISTENTLY PROFESSIONAL						
CONSISTENTLY CUSTOMER FOCUSED						
IMPRESSION OF SALES REPRESENTATIVES						
CONSISTENTLY COURTEOUS						
CONSISTENTLY PROFESSIONAL						
CONSISTENTLY CUSTOMER FOCUSED						
3 2ND IMPRESSIONS						
RECEPTION AREA: INFO ON DISPLAY						
STEPS IN THE REPAIR PROCESS						
REFINISH WARRANTY						
EMPLOYEE TRAINING CERTIFICATIONS						
PHOTOS / TESTIMONIALS						
PRODUCTION AREA						
NEAT & CLEAN 100% OF TIME						
EMPLOYEES IN UNIFORMS						

Fig-8



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SALES & MARKETING: SELLING AND SOURCES OF BUSINESS
NOTE: THIS IS THE SAME SALES & MARKETING "SUB-PAGE, AS IT MIGHT APPEAR COMPLETED"

	N/A	WEAK	AVERAGE	STRONG
1 CUSTOMER 1ST IMPRESSION OF YOUR FACILITY [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		384
2 CUSTOMER 1ST IMPRESSION OF EMPLOYEES [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		
3 2ND IMPRESSIONS [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		
4 SALES CLOSE % ON ESTIMATES WRITTEN [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		
5 MAXIMIZING REPEAT & CUSTOMER REFERRALS [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		
6 MAXIMIZING INSURANCE DRP BUSINESS [CYCLE TIME PERFORMANCE (CTP)] [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		LINK TO UNIQUE BASF CYCLE TIME MEASUREMENT TOOLS LINK TO DETAIL BELOW
7 MAXIMIZING EMPLOYEE REFERRALS [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		
8 MAXIMIZING DEALERSHIP & FLEET REFERRALS [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		
9 MAXIMIZING "EXPOSURE" OF LOCATION [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		
10 ADVERTISING & MARKETING PROMOTION [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		
11 YELLOW PAGES & DIRECTORIES [CHECKLIST AND ACTION PLANNER]	<input type="checkbox"/>	<input type="checkbox"/>		

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GLASURIT LEADERS GROUP - MEMBER DATA ENTRY FORM

NAME OF BUSINESS
STREET ADDRESS
CITY, STATE, ZIP

PART OF MULTIPLE SHOP OWNERSHIP GROUP? YES NO
NAME OF GROUP

CONTACT
TITLE
PHONE
FAX
E-MAIL

DATA COVERS HOW MANY MONTHS?
FINAL MONTH OF DATA
TODAY'S DATE (MO / YR)

MANAGEMENT SYSTEM(S)

DEALER OR INDEPENDENT
IF DEALER, PLEASE LIST PRIMARY FRANCHISE(S)

ESTIMATING SYSTEM(S)

--

PRIORITIES

OPPORTUNITIES / WEAKNESSES		VS.	MANAGEMENT STRENGTHS	
WEAK	AVERAGE		STRONG	

FINANCIAL MEASURES

FINANCIAL PERFORMANCE

SALES & MARKETING

CUSTOMER SATISFACTION

INSURANCE REL & CTP*

ADMIN - GENERAL

ADMIN - PARTS

PRODUCTION - GENERAL

PRODUCTION - REFINISH

FACILITY-EQUIP-LAYOUT

PERSONNEL-PAY PLANS

FACILITY, EMPLOYEES & SHIFT PROFILE

NO. OF METAL STALLS INC. FRAME

--

NO. ADMIN EMP INC ESTIMATORS

--

NUMBER OF METAL TECHS

--

MEMO: NO. ESTIMATORS

--

NO. REFINISH STALLS INC. BOOTH

--

SALES CLOSE RATE %

--

NUMBER OF PAINT BOOTHS

--

NUMBER OF RO'S FOR THE TIME PERIOD

--

NUMBER OF REFINISH TECHS

--

NO. DETAILING STALLS

--

OVERALL CUST. SAT. INDEX (CSI)

--

NO. OF DETAILING TECHS

--

NO. MECHANICAL / OTHER STALLS

--

PRODUCTION DEPT SQUARE FEET

--

NO. MECHANICAL / OTHER TECHS

--

TOTAL # OF WORK SPACES

--

TOTAL # OF TECHNICIANS

--

88

84

88

84

NUMBER OF TECHNICIANS BY SHIFT / BY DAY	MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY	
	# OF TECHS	AVE HOURS										
DAY SHIFT												
OVERTIME												
AFTERNOON SHIFT												

89

Fig-10A



11/12

GLASURIT LEADERS GROUP - MEMBER DATA ENTRY FORM
SALES, GROSS PROFIT, HOURS SOLD & HOURS WORKED

METAL LABOR SALES \$
METAL LABOR GROSS PROFIT \$
REFINISH LABOR SALES \$
REFINISH LABOR GROSS PROFIT \$
FRAME LABOR SALES \$
FRAME LABOR GROSS PROFIT \$
WARRANTY LABOR SALES \$
WARRANTY LABOR GROSS PROFIT \$
INTERNAL LABOR SALES \$
INTERNAL LABOR GROSS PROFIT \$
MECHANICAL & OTHER SALES \$
MECHANICAL & OTHER GP \$
TOTAL LABOR SALES \$
TOTAL LABOR GROSS PROFIT \$

PARTS SALES \$
PARTS GROSS PROFIT \$
REFINISH MATERIALS SALES \$
REFINISH MATERIALS GROSS PROFIT \$
SUBLET SALES \$
SUBLET COST OF SALES \$
TOTAL SALES \$
TOTAL GROSS PROFIT \$

FIXED OVERHEAD - BUILDING \$
FIXED OVERHEAD - ADMIN STAFF \$
VARIABLE OVERHEAD \$
TOTAL OVERHEAD \$
NET PROFIT \$

METAL LABOR HOURS SOLD
METAL LABOR CLOCK HOURS
REFINISH LABOR HOURS SOLD
REFINISH LABOR CLOCK HOURS
FRAME LABOR HOURS SOLD
FRAME LABOR CLOCK HOURS
WARRANTY LABOR HOURS SOLD
WARRANTY LABOR CLOCK HOURS
INTERNAL LABOR HOURS SOLD
INTERNAL LABOR CLOCK HOURS
MECHANICAL & OTHER HRS SOLD
MECHANICAL & OTHER CLOCK HRS
TOTAL LABOR HRS SOLD
TOTAL LABOR CLOCK HOURS

PARTS ONLY COST OF SALES
MONTHLY GALLONS OF WASTE
COST TO REMOVE
DOOR LABOR RATE \$ / HR
MECHANICAL RATE \$ / HR
MAIL ALLOWANCE / REFINISH HOUR

MEMO: SELECTED VARIABLE OVERHEAD VALUES
MEDIA ADVERTISING
YELLOW PAGES / DIRECTORIES
OTHER PROMOTIONS
POLICY ADJUSTMENTS
TRAINING - ADMIN STAFF
TRAINING - TECHNICIANS

80 <

80 <

Fig-10B



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TECHNICIAN PRODUCTION EFFICIENCY	STALLS PER TECHNICIAN MAIN SHIFT ONLY
186	1.0
184	1.2
173	1.4
165	1.5
160	1.6
159	1.6
153	1.7
152	1.8
149	1.8
144	1.8
140	1.8
139	1.9
138	1.9
135	1.9
134	1.9
131	1.9
YOU ARE HERE → 130	1.9
129	2.0
129	2.0
128	2.0
124	2.0
122	2.0
120	2.1
120	2.2
119	2.2
118	2.1
117	2.3
116	2.3
114	2.3
113	2.4
113	2.4
112	2.4
111	2.4
110	YOU ARE HERE → 2.6
110	2.7
109	2.8
106	2.9
105	2.9
103	2.9
102	3.0
100	3.0
99	3.0
98	3.0
98	3.1
95	3.2
93	3.2
92	3.2
90	3.5
88	3.5
87	4.0

241

243

237

239

Fig-11